

# SCREEN

INTERNATIONAL

The international voice of the film industry

Media Pack 2016

# Screen International portfolio



MONTHLY/WEEKLY PUBLICATIONS



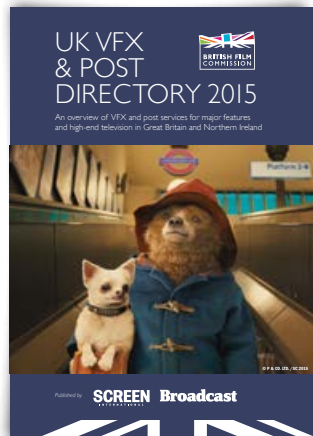
SCREENDAILY.COM, E-SHOTS AND NEWSLETTERS



FESTIVAL DAILIES PUBLICATIONS



SPECIAL SUPPLEMENTS



CONTRACT PUBLISHING



SCREEN AWARDS AND INDUSTRY EVENTS



WORLD OF LOCATIONS



MARKET GUIDES

# Introduction

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Screen International is the home for news, reviews, features, analysis, box-office analysis, festival reports and commentary for the global film industry, providing insight and intelligence into a world of production, finance, sales and distribution. Now in its fourth decade of operation, Screen diligently covers the network of individuals, companies, events and relationships that compose the film business – reporting on everything from a small independent production

financed by crowd-funding to the global performance of the biggest Hollywood blockbusters.

As the international film markets become more and more crucial to every aspect of the business, turn to the publication that has covered the ins and outs of the international territories for decades. From the boom of exhibition in Latin America and Russia to how producers are tapping into Chinese and Middle Eastern financing, we have the world covered. We also deliver strong coverage of the US industry, reaching beyond the insular microcosm of Los Angeles to cover the studios and major US players from an international perspective.

Our invaluable network of staff editors and international reporters and film critics attend festivals around the globe each week to stay in touch with what's happening in each market and tap into the new talents that will be the need-to-know names in coming years.

We offer this invaluable content across a range of platforms to serve all our readers' needs – the print magazine Screen International, our online offering ScreenDaily, daily email newsletters, market and festival print dailies at major events, special print supplements and other specials including our Stars of Tomorrow new-talent initiative and our standalone World of Locations magazine, our ScreenTech newsletter and print edition, awards-season weekly print editions, and live events like our Screen Awards and Screen Film Summit.

**Matt Mueller, Editor**



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“Screen has always been the voice for the industry outside Hollywood, the host of diverse talent, languages and markets that compose ‘international’.”

# Circulation breakdown

## Screen is the number one brand for international coverage

Screen delivers international reach to an international audience and has an average net circulation of 9,609. So, if your success comes from international, talk to Screen.

- Read in more than 70 countries
- ScreenDaily.com has more than 73,000 registered users
- Screen provides indispensable tools for those who recognise the massive potential of the global marketplace.

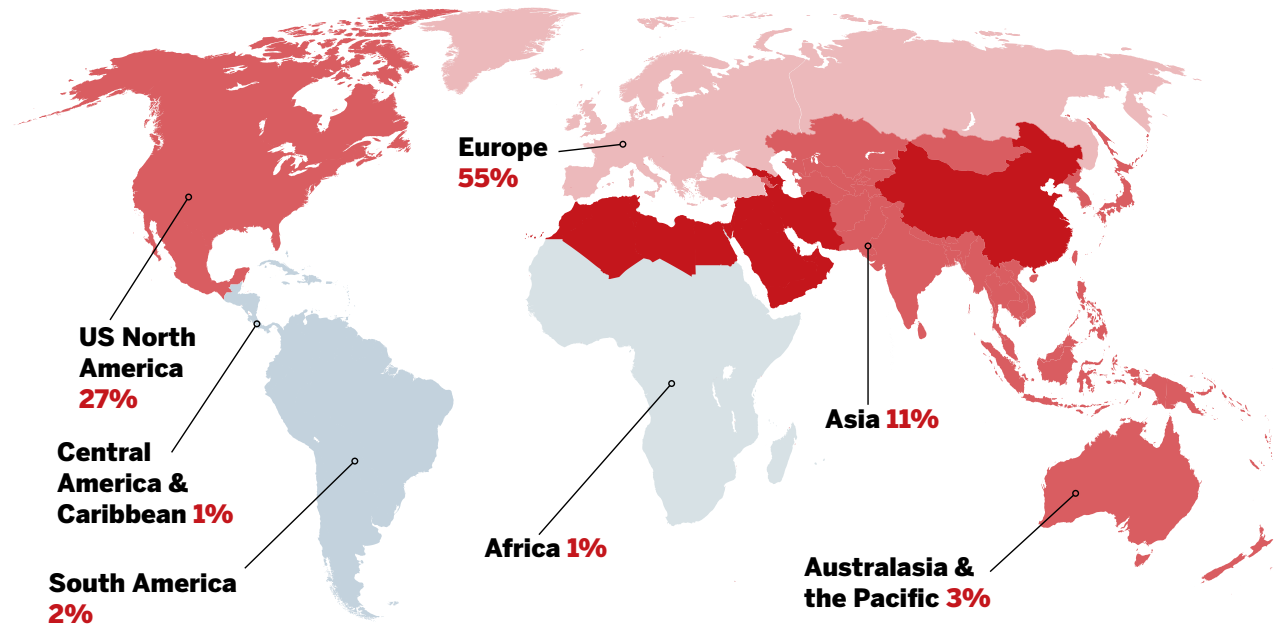
## Online growth in 2015

- Over 4.3m visits (23% growth)
- Over 2.8m users (36% growth)
- Over 11.7m page views (60% growth)

## Reader Profile

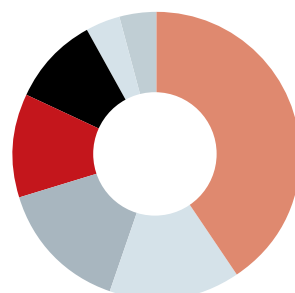
Screen has global access to the most senior decision makers in the film industry.

## Screen Reader Profile – International Coverage



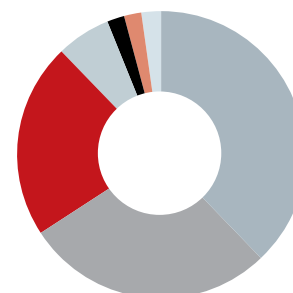
### Job Level<sup>1</sup>

- 23% CEO/MD
- 16% Executive
- 16% Other
- 15% Freelance
- 13% Owner/proprietor
- 9% Head of department
- 8% Manager



### Job Function<sup>1</sup>

- 40% Producer
- 15% Distribution/PR
- 15% Other
- 12% General management
- 10% Communications/PR
- 4% Sales agent
- 4% Finance/legal



### Organisation Type<sup>1</sup>

- 38% Production
- 28% Other
- 22% Distribution/acquisition
- 6% Finance/legal
- 2% Exhibition
- 2% Post-production services
- 2% Organisation/festival

<sup>1</sup> Source: Publisher data 2016

# Content highlights

## IN FOCUS

### IN FOCUS

Screen International diligently profiles the leading companies from across the globe in production, finance, sales, distribution and exhibition, discovering what makes them successful and how they are responding to the new challenges of our increasingly digital world.

### INTERVIEWS

Screen International delivers the executives, producers, financiers, distributors, sales agents and digital revolutionaries who are shaping the current industry landscape, conveying their insights on key issues and advice for future leaders.

Screen also profiles the leading talent involved in creating audiovisual content - from directors, screenwriters and actors to cinematographers, VFX artists and production designers.

### REVIEWS

Our industry-leading critics deliver insightful and useful analysis of films premiering at festivals across the globe - big to small, commercial to arthouse - as well as the key international releases.



## FEATURE FOCUS

### FESTIVALS & MARKETS

Screen International covers the film festival circuit with rigour and depth. From the Big 4 (Berlin, Cannes, Venice, Toronto) to smaller festivals across the globe which are equally important to the global film ecosystem, Screen delivers in-depth features on programming, line-ups, people, companies and buzz titles from territories around the world set to make a splash at these events.

We also deliver in-depth features for the major international film markets, including AFM, EFM, Cannes and Filmart.

### SCREEN TECH

As technological innovation continues to drive evolution across the industry spectrum, from content creation to delivery, Screen provides comprehensive coverage of these changes and innovations in our ScreenTech section.



## TERRITORY FOCUS

### IN DEPTH ANALYSIS

Since Screen International was born four decades ago, we have been diligently covering the ins and outs of international territories. To this day, we have the world covered, exploring individual territories across the year with deep-dive reports investigating the local landscapes for production, financing, incentives, box office, distribution and exhibition. These invaluable territory focuses deliver crucial insights for industry players exploring new places to do business.

### BUZZ TITLES


At the major markets and festivals, Screen profiles the key titles from each major territory available for sale and/or screening in the festival programme.



# Specs and advertising rates

## Screen Monthly and Dailies

Size Dimensions - (HEIGHT x width )  
Cover advert 210 x 210mm Trim

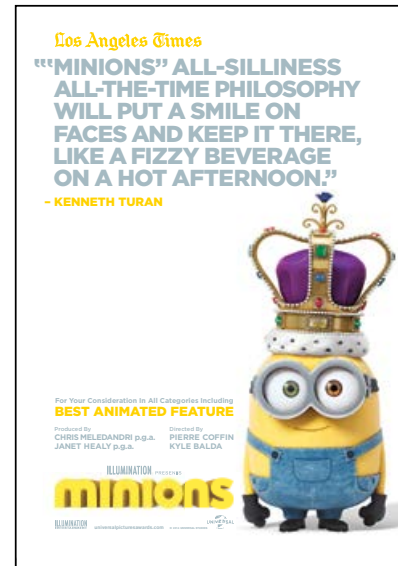
	
<p><b>COVER ADVERT</b> 266 x 245mm Trim 272 x 251mm Bleed</p>	<p><b>HALF PAGE HORIZONTAL</b> 150 x 218mm Type Area Only</p>

<p><b>FULL PAGE</b> 304 x 218mm Type 335 x 245mm Trim 341 x 251mm Bleed</p>	<p><b>DPS</b> 304 x 460mm Type 335 x 490mm Trim 341 x 496mm Bleed</p>
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<p><b>QUARTER PAGE</b> 152 x 107mm Type Area Only</p>	<p><b>QUARTER PAGE HORIZONTAL</b> 75 x 218mm</p>
<p><b>JUNIOR SPREAD</b> 150 x 460mm Type Area Only</p>	




<p><b>HALF PAGE VERTICAL</b> 304 x 107mm Type Area Only</p>	<p><b>QUARTER PAGE VERTICAL</b> 304 X 55MM TYPE AREA ONLY</p>
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## Screen Product Guide

Size Dimensions - (HEIGHT x width )  
Cover advert 210 x 210mm Trim

	
<p><b>COVER ADVERT</b> 218 x 220mm Trim 224 x 226mm Bleed</p>	<p><b>HALF PAGE HORIZONTAL</b> 135 x 195mm Type Area Only</p>

<p><b>FULL PAGE</b> 270 x 195mm Type 295 x 220mm Trim 301 x 226mm Bleed</p>	<p><b>DPS</b> 270 x 441mm Type 295 x 440mm Trim 301 x 446mm Bleed</p>
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<p><b>HALF PAGE VERTICAL</b> 270 x 98mm Type Area Only</p>	<p><b>QUARTER PAGE</b> 135 x 98mm Type Area Only</p>
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# Digital opportunities

We have the following examples of high impact opportunities available on **ScreenDaily.com**

## Skins and super skins

## Online banners

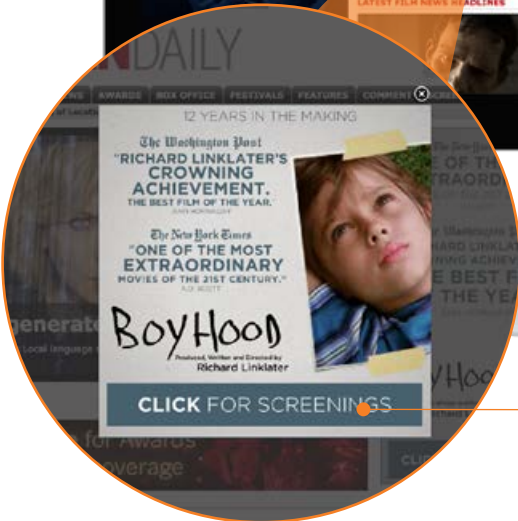
Super leaderboard

Leaderboard

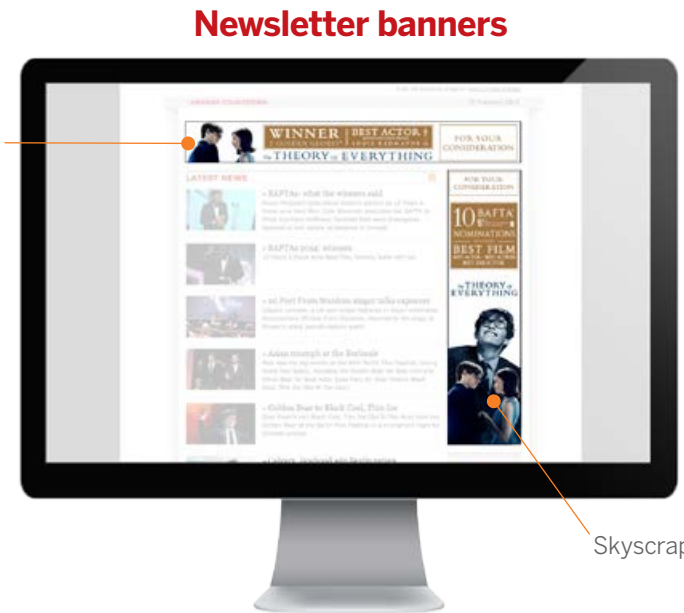
Super skin

Super MPU

MPU



Overlay

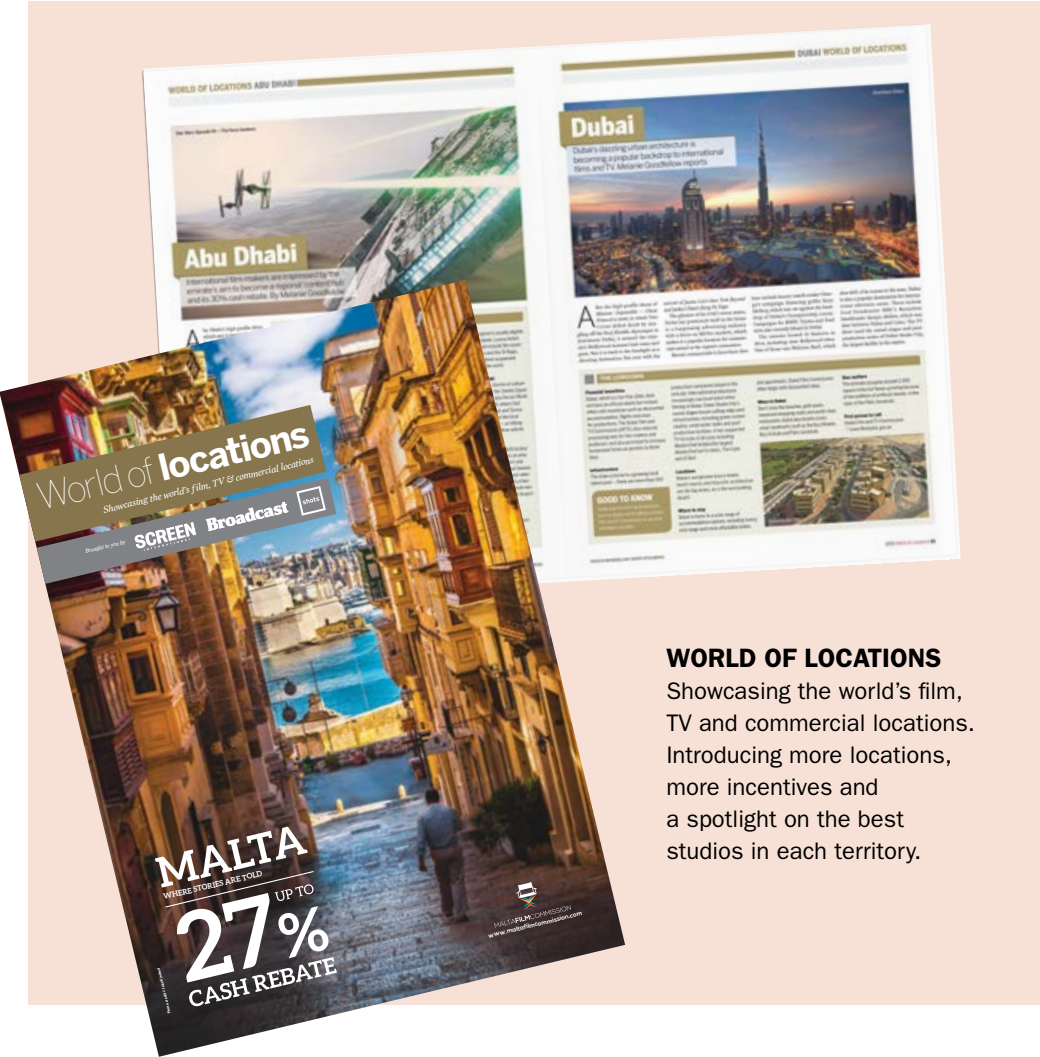


Leaderboard

Skyscraper

# Custom and contract publishing

Whether you are looking to produce a sector report, planning a new brochure or seeking to educate the industry on a specific theme, our talented editorial team can produce a bespoke publication based on your own needs and brief.



**WORLD OF LOCATIONS**  
Showcasing the world's film, TV and commercial locations. Introducing more locations, more incentives and a spotlight on the best studios in each territory.



**UK VFX & POST DIRECTORY**  
With a talented and well-respected team of editorial, designers and production staff, Screen can help you produce bespoke publications from supplements for anniversaries all the way through to your annual marketing material in a cost-effective method.



# Awards Focus Academy Awards, BAFTA Awards & Golden Globes

Screen International provides unmatched coverage of the build-up to the greatest awards season: Golden Globes, British Academy Film Awards (BAFTAs) and Academy Awards. Running November to February, the print and online coverage provides a comprehensive overview of the films and talent in contention for awards success.

Advertising opportunities during the period provide an ideal platform to target key international decision-makers, and Academy, BAFTA and Golden Globes voting members. Position yourself in the following **print** and **online** areas for maximum consideration:

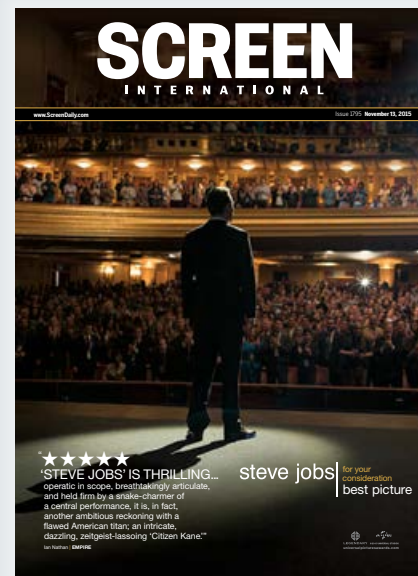
- **Profiles** of the films and the stars in the running
- **News** on the latest nominations and campaigns
- **Reviews and analysis** of the awards race
- **Calendar** – key dates and events.
- **Targeted Campaigns** – We can tailor your campaign to target users specifically interested in Awards news.
- **Screenings** – Exclusive film screenings in London and Los Angeles for Awards voting members and Screen subscribers.
- **Awards Weekly Newsletter** – Reaching 13,098 Academy, BAFTA and Golden Globe voting members (+36,000 Screen readers)

The awards season attracts more readers and users:

- **21,564** issues printed per awards issue, approximately
- **160,000** monthly unique users



Website takeover



Front covers



Inside front cover gatefold



# Screen Awards

In an industry which has more awards ceremonies than most, the dazzling enterprise displayed by the distribution and exhibition sector is rarely acknowledged.

Screen launched the **Screen Awards** in 2010 in recognition of the fact that distributors have never been faced with so many challenges.

- Honouring outstanding achievement in UK film marketing and distribution and exhibition
- Celebrating the vibrant distribution sector in the UK
- Recognising studio companies and independents alike, exhibitors and agencies across 23 categories
- Welcoming 500+ industry guests
- UK Distributors including Fox, Disney, Sony, StudioCanal, Lionsgate, Warner Bros UK, Paramount

## Sponsorship benefits

- Long-term affiliation with the Screen Awards promotes strong brand recognition
- Your involvement, including presentation of a key award
- With 7 months of promotion from March to October, your brand can be seen more than 1.5 million times during the complete campaign



*"I cannot begin to tell you how much the awards meant to our entire team – I have such a dedicated, passionate team who love what they do, and this recognition really helps build confidence and esteem to go on to bigger, better and even more ambitious projects going forward!"*

### Cameron Saunders

UK Managing Director  
Twentieth Century Fox Film Company Ltd.



# The Media Production Show

**9-10 June 2016**

Business Design Centre, Islington, London

We have a successful track record in organising high-end conferences and industry awards, with a reputation for bringing together the key players to debate the creative industries, network with each other and celebrate their successes.

Our online reach across the brands is in excess of 380,000 users worldwide, with an opt-in email database of more than 78,000 contacts – and we have more than 14,000 paid-for subscribers across our printed titles.

## What Is The Media Production Show?

The only show bringing together TV, film and commercials across pre-production, production and post. The show will bring the worlds of creativity and technology together in an engaging and informative way.

Two highly focused days to optimise value and keep down costs.

## Key exhibitor areas on the show floor include:

**kit hire (film & TV) / manufacturers / lighting / locations / animation / post production houses / studios / audio (production & post) / crewing services / recruitment / legal & finance / music production / location services / set design & rigging / outside broadcast / AV / live events / footage / archive / VFX / on-set services / distribution / playback / live production**

More than 50 free seminars across the two days including international keynotes and dedicated training sessions for industry professionals.

Unique late night opening offering industry colleagues from the edit room and off the set the chance to attend seminars and network outside of working hours in a vibrant atmosphere around the show and at the after-party.



## Opportunities to exhibit

£225.00 per sq m for shell scheme stands, which includes 1 socket and 1 spotlight per 6 sq m.

## Sponsorship opportunities

There are several ways in which you can be part of this exciting new event:

- Exclusive show bar
- Show registration
- Delegate lanyards
- Delegate bags
- Hanging banner
- Gallery banners
- Seminar theatre partnerships
- Delegate badges
- Seminars session partnerships
- Catering and seating area
- Breakfast club briefing
- Stairwell branding

## Charlotte Wheeler Event Director

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## Alex Booth Exhibition Sales Manager

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# Editorial themes 2016

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## JANUARY

Oscar/BAFTA Awards  
Weeklies

**Rotterdam Digital Dailies**

Sundance

## FEBRUARY

EFM (Berlin) Monthly,

**Dailies & Bumper**

Berlin Bespoke Events

## MARCH

Filmart (Hong Kong) Bumper  
& Dailies

**Training and Education issue**

Screen TECH

**SXSW**

## APRIL

World of locations

**LA Stars of Tomorrow**

AFCI Show LA

**CinemaCon**

## MAY

Cannes Monthly, Dailies &  
Bumper

**Cannes UK Film Reception**

Cannes Bespoke Events

## JUNE

Creative Week

**Media Production Show**

CineEurope issue

**Screen TECH**

Ancey Animation Festival

**Sunny Side of the Docs**

## JULY

Sarajevo Digital Dailies

**Karlovy Vary**

Jerusalem Dailies

## AUGUST

Venice, Toronto & San

**Sebastian Monthly**

Locarno Supplement

**FrightFest**

## SEPTEMBER

Toronto Dailies & Bumper

**Screen TECH**

Zurich Dailies

**Dinard British Film Festival**

Toronto Bespoke Events

## OCTOBER

Screen Awards 2016

**World of locations**

UK Stars of Tomorrow at LFF

**Busan, London, MIPCOM &**

Rome Monthly

**Busan Digital Dailies**

Tokyo Film Festival

## NOVEMBER

AFM Monthly, Dailies & Bumper

**AFM Bespoke Events**

Goa Dailies

**Oscar/BAFTA Awards**

Weeklies

**Foreign Language Screenings**

## DECEMBER

Screen Film Summit

**Oscar/BAFTA Awards**

Weeklies

**Dubai Dailies**

Les Arcs

# Contacts

## Commercial contacts



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**North America**  
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## Australasia contacts



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## Production contacts



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